To: Teeter, Gregory
From: Kuruc, Nick
Posted: 3/12/98 8:59
Opened: 3/12/98 10:34
Subject: Gemini Food Markets Inc.

Greg:

Wakefern has requested any assistance we can render relative to some type of contract for the following Shop Rite Locations:

> Shop Rite # 467, Whitehall, PA (SIS # 684575)
> Shop Rite # 405, Bethlehem, PA (SIS # 684572)

Both locations previously had a Level II Carton Outlet contract until volume dictated a change in early 1997. At that time Philip Morris replaced our carton and pack merchandisers.

A survey of both stores on Wednesday, March 11 indicates the following:

467, Whitehall- AIM RJR Volume 66 weekly (SOM 25.7%)

2- 2.5, 1-1' PM UPM's, non self-service (customer service center), Total of 200 industry rows, RJR has 50 rows in lower position.
12' HP PM Carton Merchandiser 252 industry rows, RJR has 60 rows in good position.
Recommendation: Sign Level I Meeting Competition NSS Contract with payment of $ 100 monthly ($48 + $52 enhancement). Place RJR pack rows directly under PM Brands.

405, Bethlehem- AIM RJR Volume 90 weekly (SOM 22.9%)

2- 2.5' PM UPM's, non self-service (customer service center), Total of 160 industry rows, RJR has 30 rows in lower position.
12' HP PM Carton Merchandiser, 252 industry rows. RJR has 60 rows in good position.
Recommendation: Sign Level I Meeting Competition NSS Contract with payment of $ 100 monthly ($ 61 + $39 enhancement). Increase RJR pack rows by 10, and place directly under PM rows.

It appears that both stores are cooperative in placing temporary POS for programs such as Price Plus.

Please call me regarding your thoughts on this issue.

Thanks for your help.

CC: 1200 - New York Region (SCULLYA), 1300 - Philadelphia Region (HAYESJ4), Podnieks, David L.

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Source: https://www.industrydocuments.ucsf.edu/docs/pnly0000